



Ocracoke Civic & Business Assn., Inc.

Board of Directors

Minutes: Monday, August 14, 2017. 8:30 a.m. OVFD meeting room APPROVED 9/11/2017

Called to order at 8:38 a.m.

Board members attending: Rudy Austin, Wayne Clark, Justin LeBlanc, Melinda Sutton, Martha Garrish, Sharon Brodisch, Chip Stevens (arr. 9 am), John Giagu (arr. 9:23 am)

Connie Leinbach attended as volunteer secretary and Helena Stevens as travel & tourism director. Absent: Ashley Harrell.

Minutes: The minutes of the July 10 minutes were approved. (previously sent via email.) The group agreed that when minutes and other items are sent out for board approval via email, everyone must respond in 48 hours. Silence will equal approval. Minutes of the June 12 BOD minutes were approved via email.

Treasurer's report: Wayne reported \$58,705 in the checking account, \$28,000 of which is designated for the Pirate Jamboree, or about \$30K net. CD: \$34,163. Wayne hasn't done an OT draw-down yet this year of the \$100K that has been approved. **(Note: this grant DOES include fireworks cost.)** He will be doing some Occupancy Tax draw-downs. He will do so at least once a quarter. He has written about \$23K in checks since July 1 and he will by end of September. We had budgeted \$21,500 for fireworks, but the actual is \$23,363 (includes insurance cost).

Discussion of need for casual labor to help Helena ship out the Walking Maps, restock them and help with other tasks. A **motion** to approve Helena hiring someone to help with this as needed for up to \$500 was made by Justin and seconded by Melinda. Motion approved and carried.

Connie to send the Pirate Jamboree budget to board members. BPJ committee: Chip, Connie, Anna Rucker, Byron Miller, John Giagu and Garick Kalna.

Travel & Tourism director:

The group discussed the dues structure for next year.

A new software package called GrowthZone for paying online was discussed. \$100 per business, then there ala carte are tiers: basic to enhanced listings on website with different prices. Contributors can track how many visited separate businesses from the OCBA website. Civic dues would go from \$10 to \$25. Average payment by the majority of contributors last year was \$275 to \$350.

A **motion** to approve the following dues structure for 2017-2018 was made by Chip and seconded by John G: Civic contributors--\$25; All businesses (including nonprofits)--\$100 per business; Basic package--\$300; Package #1--\$450; Package #2--\$700; Package #3--\$950. Motion approved and carried.

We'd need to set up a PayPal account for contributors to do pay this online. Contributors could pay all at once or monthly or quarterly. The software enables contributors to control what they upload to the website. Doing this work is outside of Helena's current contract. A **motion** to pay

Helena \$25 per hour to do this work outside of her contract (retroactive to Aug. 1) was made by Justin and seconded by Melinda. Motion approved and carried.

Embarked on digital ad campaign, Aug. 1 to Sept. 30. Charlotte, Va. Beach, New Bern, Goldsboro. Working with Element to determine effectiveness.

Administrative employee: Job description has been finalized. Position will be an actual employee and to be hired by end of August. This position will largely help Helena with go-fering and database upkeep. We have received one application. A **motion** to have this person report to Helena was made by Wayne and seconded by Melinda. Motion approved and carried.

Contributor meetings:

The group agreed we need one at least once a quarter. These can focus on civic or anything we want.

However, before that, the group agreed that we could get a public adjuster to the island for a special meeting to explain how to get recompense for the PCL power outage loss. We need to know what level of representation Hyde County is providing. (Note: via email, a public adjuster was scheduled for two meetings on Sunday, Aug. 19. These meetings were publicized, held and fairly well attended.)

A meeting to unveil the GrowthZone software to contributors will be scheduled for the week of Sept. 11, depending on availability of personnel.

(Secretary's note: At the "retreat" meeting in the evening of Aug. 14, the group agreed that we could do "civic" open mike-type meetings but only with a county official present—Tom Pahl or the county manager or assistant manager—so that the county can handle "civic" matters. See notes from Aug. 14 retreat meeting.) Rudy suggested one of these civic/contributor meetings could be Paul Spruill, CEO of Tideland, to talk about the island generator.

Small grant requests from community organizations: The group agreed we should email out to contributors our policy of those requesting money (for sponsorships or whatever) must send it to the OCBA via email or USPS.

New TDA: Tom Pahl has said this board will be formed in the fall and that he would want two members from the lodging industry with one being from the OCBA board. There are no candidates yet. As for the Occupancy Tax board, last year the OCBA recommended Bob Chestnut and Stephanie O'Neal for terms. (Confusion as to whether they were appointed for one- or three-year terms. In 2014, commissioners made these staggered terms. County attorney has to determine what these terms are.)

Events: Discussion of the Fig Festival was tabled until the September meeting.

Formal board meeting ended at 10:15 a.m. Leslie Lanier and Sundae Horn arrived at 10 a.m. to attend.

Sundae reported that the Fig Festival (Aug. 18 & 19) was on track. It will be Friday evening on the OPS grounds and Saturday in Community Square. She has cleaned out the little visitor's center where the fig cakes will be stored before judging. She said the old rug in this room is nasty. (Note: This rug was removed by Helena after this meeting and before the Fig Festival.)

Meeting adjourned at 10:25 a.m.

Respectfully submitted,
Connie Leinbach, acting secretary